

WHAT IS CLAIMED IS:

1. Apparatus for executing a game program having advertisements therein, comprising:

storage means for storing a game program;

means for receiving advertising data relating to at least one advertisement, said means for receiving being operable to receive new advertisement data at predetermined times, and wherein said storage means stores the received advertising data; and

program execution means for executing said game program stored in said storage means and outputting display data corresponding to the advertisement data stored in said storage means in accordance with said game program.

2. The apparatus of claim 1, wherein said means for receiving is operable to receive new advertising data each new day on which said game program is executed.

3. The apparatus of claim 1, wherein said means for receiving is operable to receive new advertising data each time said game program is executed.

4. The apparatus of claim 1, further comprising means for turning on said apparatus; and wherein said means for receiving is operable to receive new advertising data each time said apparatus is turned on.

5. The apparatus of claim 1, wherein said means for receiving is operable to receive advertising data relating to a

plurality of advertisements; and said program execution means is operable to output display data corresponding to each of said plurality of advertisements at respective times in accordance with said game program.

6. The apparatus of claim 1, further comprising means for inhibiting said program execution means from executing said game program when said means for receiving does not receive advertisement data at said predetermined times.

7. The apparatus of claim 1, wherein said means for receiving is operable to receive said game program with said advertising data when said game program is executed a first time; and said storage means is operable to store said game program received by said means for receiving.

8. The apparatus of claim 1, wherein said means for receiving receives said game program with said advertising data when said game program is not stored in said storage means; and said storage means is operable to store said game program received by said means for receiving.

9. The apparatus of claim 1, further comprising means for transmitting to a game service provider a game identification code identifying the game program to be executed, and wherein said means for receiving is operable to receive from the game service provider advertising data corresponding to the game program identified by said game identification code.

10. The apparatus of claim 1, wherein said means for receiving is operable to receive a plurality of advertising data corresponding to a plurality of game programs; and said storage means stores the received advertising data corresponding to the game program to be executed by said program execution means.

11. The apparatus of claim 1, wherein said new advertisement data received by said means for receiving may be the same or different from the advertisement data previously received by said means for receiving and stored in said storage means.

12. The apparatus of claim 1, wherein said means for receiving is operable to receive said advertising data from a game transmitting system over a transmission line.

13. The apparatus of claim 1, wherein said means for receiving is operable to receive said advertising data from a satellite transmission.

14. Apparatus for executing a game program having advertisements therein, comprising:

storage means for storing a game program and advertising data relating to a plurality of advertisements;

means for receiving at predetermined times advertising selection data identifying selected ones of said plurality of advertisements stored in said storage means; and

program execution means for executing said game program stored in said storage means and outputting display data

corresponding to the selected advertisements identified in said advertising selection data at respective times in accordance with said game program.

15. The apparatus of claim 14, wherein said means for receiving is operable to receive new advertising selection data each new day on which said game program is executed.

16. The apparatus of claim 14, wherein said means for receiving is operable to receive new advertising selection data each time said game program is executed.

17. The apparatus of claim 14, further comprising means for turning on said apparatus; and wherein said means for receiving is operable to receive new advertising selection data each time said apparatus is turned on.

18. The apparatus of claim 14, wherein said means for receiving is operable to receive advertising selection data identifying plural ones of said plurality of advertisements; and said program execution means is operable to output display data corresponding to each of the identified advertisements at respective times in accordance with said game program.

19. The apparatus of claim 14, further comprising means for inhibiting said program execution means from executing said game program when said means for receiving does not receive advertisement selection data at said predetermined times.

20. The apparatus of claim 14, wherein said means for receiving is operable to receive said game program and said

advertising data with said advertising selection data when said game program is executed a first time; and said storage means is operable to store the received game program and advertising data.

21. The apparatus of claim 14, wherein said means for receiving receives said game program and said advertising data with said advertising selection data when said game program and advertising data is not stored in said storage means; and said storage means is operable to store the received game program and advertising data.

22. The apparatus of claim 14, further comprising means for transmitting to a game service provider a game identification code identifying the game program to be executed, and wherein said means for receiving is operable to receive from the game service provider advertising selection data corresponding to the game program identified by said game identification code.

23. The apparatus of claim 14, wherein said means for receiving is operable to receive a plurality of advertising selection data corresponding to a plurality of game programs; and said program execution means is operable to display data corresponding to the selected advertisements identified in the advertising selection data corresponding to the executed game program.

24. The apparatus of claim 14, wherein said advertisement selection data received by said means for receiving

may be the same or different from the advertisement selection data previously received by said means for receiving.

25. The apparatus of claim 14, wherein said means for receiving is operable to receive said advertising selection data over a transmission line from a game transmitting system.

26. The apparatus of claim 14, wherein said means for receiving is operable to receive said advertising data from a satellite transmission.

27. Method of executing a game program having advertisements therein, comprising the steps of:

storing a game program in memory;

receiving advertising data relating to at least one advertisement at predetermined times;

storing the received advertising data in the memory;

executing the game program stored in the memory; and

outputting display data corresponding to the advertisement data stored in the memory in accordance with the game program.

28. The method of claim 27, wherein said step of receiving is carried out by receiving new advertising data each new day on which the game program is executed.

29. The method of claim 27, wherein said step of receiving is carried out by receiving new advertising data each time the game program is executed.

30. The method of claim 27, further comprising the step of turning on a game system which executes the game program; and wherein said step of receiving is carried out by receiving new advertising data each time the game system is turned on.

31. The method of claim 27, wherein said step of receiving is carried out by receiving advertising data relating to a plurality of advertisements; and said step of outputting is carried out by outputting display data corresponding to each of the plurality of advertisements at respective times in accordance with the game program.

32. The method of claim 27, further comprising the step of inhibiting the game program from being executed when advertisement data is not received at the predetermined times.

33. The method of claim 27, wherein said step of receiving is carried out by receiving the game program with the advertising data when the game program is executed a first time.

34. The method of claim 27, wherein said step of receiving is carried out by receiving the game program with the advertising data when the game program is not stored in the memory.

35. The method of claim 27, further comprising the step of transmitting to a game service provider a game identification code identifying the game program to be executed; and wherein said step of receiving is carried out by receiving

from the game service provider advertising data corresponding to the game program identified by the game identification code.

36. The method of claim 27, wherein said step of receiving is carried out by receiving a plurality of advertising data corresponding to a plurality of game programs; and said step of outputting is carried out by outputting display data corresponding to the advertisement data of the game program that is executed.

37. The method of claim 27, wherein the received advertisement data may be the same or different from advertisement data previously received by said step of receiving.

38. The method of claim 27, wherein said step of receiving is carried out by receiving the advertising data from a game transmitting system over a transmission line.

39. The method of claim 27, wherein said step of receiving is carried out by receiving the advertising data from a satellite transmission.

40. Method of executing a game program having advertisements therein, comprising the steps of:

storing a game program and advertising data relating to a plurality of advertisements in a memory;

receiving at predetermined times advertising selection data identifying selected ones of the plurality of advertisements stored in the memory;

executing the game program stored in the memory; and



outputting display data corresponding to the selected advertisements identified in the advertising selection data at respective times in accordance with the game program.

41. The method of claim 40, wherein said step of receiving is carried out by receiving new advertising selection data each new day on which the game program is executed.

42. The method of claim 40, wherein said step of receiving is carried out by receiving new advertising selection data each time the game program is executed.

43. The method of claim 40, further comprising the step of turning on a game system which executes the game program; and wherein said step of receiving is carried out by receiving new advertising selection data each time the game system is turned on.

44. The method of claim 40, wherein said step of receiving is carried out by receiving advertising selection data identifying plural ones of the plurality of advertisements; and said step of outputting is carried out by outputting display data corresponding to each of the identified advertisements at respective times in accordance with the game program.

45. The method of claim 40, further comprising the step of inhibiting the game program from being executed when advertisement selection data is not received at the predetermined times.

46. The method of claim 40, wherein said step of receiving is carried out by receiving the game program and the advertising data with the advertising selection data when the game program is executed a first time; and said step of storing is carried out by storing the received game program and advertising data.

47. The method of claim 40, wherein said step of receiving is carried out by receiving the game program and the advertising data with the advertising selection data when the game program and advertising data are not stored in the memory; and said step of storing is carried out by storing the received game program and advertising data.

48. The method of claim 40, further comprising the step of transmitting to a game service provider a game identification code identifying the game program to be executed; and wherein said step of receiving is carried out by receiving from the game service provider advertising selection data corresponding to the game program identified by the game identification code.

49. The method of claim 40, wherein said step of receiving is carried out by receiving a plurality of advertising selection data corresponding to a plurality of game programs; and said step of outputting is carried out by outputting display data corresponding to the selected advertisements identified in the

advertising selection data corresponding to the executed game program.

50. The method of claim 40, wherein the received advertisement selection data may be the same or different from advertisement selection data previously received by said step of receiving.

51. The method of claim 40, wherein said step of receiving is carried out by receiving the advertising selection data over a transmission line from a game transmitting system.

52. The method of claim 40, wherein said step of receiving is carried out by receiving the advertising data from a satellite transmission.

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